

SOLAPA IS A SUIT BRAND FOR YOUNG PUERTO RICANS

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Puerto Rico – The brand, created by **MitiMiti Studio**, provides tailor-made suits that cater to the individual style of the Caribbean country's young men.

Solapa combines traditional quality with contemporary designs and a wide range of sizes to celebrate the individuality of each customer. According to the brand, the suits are aimed at young entrepreneurs of the Caribbean, for whom personal expression through clothing is paramount.

The branding for Solapa, which was designed by **Studio B.O.B.**, features loud graphics and an unusual colour palette of lilac, brown and mint green. The campaign includes images of teenage boys dressed in suits, hinting at the brand's target youth audience.

Solapa is rethinking the concept of the well-dressed male dandy and creating a **new visual code around masculinity** that doesn't shy away from loud colours, femininity or elegance.